



Strategic Plan for the **Bloomington Entertainment and Arts District**



Prepared by the Office of the Mayor, City of Bloomington

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Contents

Strategic Plan for the **Bloomington Entertainment and Arts District**

| | |
|--|----|
| Background | 3 |
| Vision: BEAD | 5 |
| BEAD Defined | 6 |
| The Planning Process | 7 |
| Executive Summary of Strategic Priorities | 8 |
| Implementation | 10 |
| Keep Bloomington Bloomington | 11 |
| Get People Here | 18 |
| Keep People Here | 26 |
| Strategic Priorities | 29 |
| 2018: BEAD | 38 |
| BEAD Strategic Planning Committee Members | 45 |
| Glossary | 48 |
| Character Areas: Definition and Descriptions | 49 |
| BEAD Partner Organizations | 52 |
| BEAD Map | 53 |



“ Arts and entertainment
is a multimillion dollar industry in Bloomington. ”

Background

Bloomington's Arts and Cultural Landscape

Arts and entertainment is a multimillion dollar industry in Bloomington. In 2003, Bloomington was among 91 communities included in the landmark national study, *Arts & Economic Prosperity*, produced by Americans for the Arts, which provided compelling data on the benefits of arts spending by organizations and audiences to the local and national economy. Twenty-seven Bloomington nonprofit arts organizations provided detailed financial information in 40 different expense categories as well as their total attendance figures. Data compiled from the study provided overwhelming evidence that arts and entertainment is a significant sector of the Bloomington economy providing:

- \$ 44.5 million in economic activity
- \$ 1.1 million in local government revenue
- \$ 2.1 million in state government revenue, and
- 1,250 full-time equivalent jobs

The Bloomington Area Arts Council's www.bloomingtonArts.info, the arts information

portal and online ticketing website, indicates more than 150 arts and cultural organizations, galleries and venues actively programming in the community. Despite having one of the smaller regions by population in the Indiana Arts Commission's Regional Arts Partner program, artists from Bloomington routinely make up a quarter or more of the grants awarded statewide to artists in all disciplines.

A significant contributor to Bloomington's arts and cultural landscape is Indiana University's world class offerings, facilities, and audiences. More than 1,000 public performances are offered by the IU Jacobs School of Music alone. In addition, IU boasts more than 80 theatrical performances, modern dance concerts, exhibitions at the School of Fine Arts, five University museums and the IU Auditorium, which sponsors Broadway touring productions and other cultural events. The thousands of students, faculty, staff and guest artists who participate in the creation of art on IU's

flagship campus are also part of Bloomington's cultural fiber, creating a porous arts environment where world-renowned musicians may play one night on campus and the next at one of the local clubs or performance venues downtown.

Despite an enviable level of quality and quantity, there remains capacity for growth within the local creative and cultural sector:

- The level of business and private philanthropy has not kept pace with the growth in depth and breadth of the arts and cultural community, creating ongoing financial challenges for local arts groups
- The retail gallery/visual arts market is stagnant with two for-profit galleries closing in 2006
- Many artists and performing groups report challenges in finding space to perform, exhibit and work



“ City government views the arts as a high priority. ”

Downtown Bloomington

The downtown area is currently being impacted by changes to its landscape. The residential sector is experiencing significant gains with several high-profile apartment and condominium developments either underway or just completed, increasing the downtown population by more than 2,000 residents. In 2005, after several years of negotiations with CSX officials, the City of Bloomington leveraged \$3.2 million in Federal Highway Administration grant funds to acquire a 3.1 mile rail corridor running through downtown Bloomington. Named “B-Line”, this pedestrian and bicycle trail will provide a paved and landscaped linear park including public art, plazas, seating and market areas through the heart of downtown. The first phase of the B-Line Trail will be approximately .61 miles and is due to begin construction in 2008.

Although much of downtown is occupied by a healthy mix of restaurants, arts and entertainment venues, retail, commercial and office space, some downtown areas remain significantly underdeveloped.

The City of Bloomington and the Arts

City government views the arts as a high priority. As such the City of Bloomington has been providing a mix of arts programming and funding for artists and arts and cultural organizations for decades. Through its award-winning Parks & Recreation Department, the City offers arts classes, sponsors free performances at a variety of City and local venues, and in December of 2005, assumed ownership of the Buskirk-Chumley Theater. A private non-profit organization manages and programs the venue. The City of Bloomington’s Community Arts

Commission (BCAC), established in 1983, awards grants semi-annually to individuals and organizations for arts programming, sponsors a biennial postcard competition for artists and commissions public art through the City’s Percentage for the Arts program. The City also presents exhibitions in its atrium, sponsors art competitions and supports arts and cultural projects designed to broaden public access to the arts and provide economic benefit to the community.



“As a community, we must make efforts to safeguard, enhance and celebrate what is special about Bloomington, and government must protect and promote our uniqueness.”

Vision: BEAD

In 2004, Mayor Mark Kruzan's first year in office brought a vigorous commitment to the arts and cultural community, and with it, fresh thinking about the role of the arts in the overall economic livelihood of Bloomington. Plans for an economic development initiative combining arts with the downtown began to develop, drawing in part on recommendations from the City's 2005 Downtown Vision and Infill Strategy Plan and aligning with the administration's strategic initiatives: Community Commerce, Community Collaboration, Community Condition and Community Character.

- **Community Commerce** addresses the needs of the local economy - from small business interests, workforce development and advocacy to economic development, jobs and industry. A strong and diverse economy, with an eye toward sustainability and balance, are key to a healthy community.

- **Community Collaboration** encourages joining forces with groups such as County government, local nonprofits, businesses and educational institutions to allow the City and the partnering agencies to maximize their innovation, resources, talents and even dollars.

- **Community Condition** addresses a broad range of issues often best addressed by municipal government. Issues that impact the human condition and the community at large include public safety, healthcare, animal welfare, public infrastructure, fitness, affordable housing, and social justice. The City works hard to provide programs, amenities and services that result in a safe, healthy community with many opportunities for education and self-betterment.

- **Community Character** identifies what sets Bloomington apart from other communities. Bloomington is quirky and creative, from its arts

and entertainment to its trails, events, architecture, restaurants and shops. As a community, we must make efforts to safeguard, enhance and celebrate what is special about Bloomington, and government must protect and promote our uniqueness.

The resulting initiative became **BEAD – the Bloomington Entertainment and Arts District** – an economic development district designed to strengthen the efforts of already successful organizations, businesses and individual artists, while providing opportunities for the nurturing, marketing and development of new creative enterprises. In 2007 an Assistant Economic Development Director for the Arts position was added to the economic development staff to guide BEAD's development and implementation.



“ The creation of a cultural arts district is simply good business. Cultural districts are industrial parks for the creative sector. ”

BEAD Defined

Mission Statement

The Bloomington Entertainment and Arts District seeks to bring the business and creative sectors together to advance commerce and culture, build community and spur economic development.

BEAD is a geographically defined, mixed-use cultural district capitalizing on local and regional assets that are specific to the cultural, economic and social issues of Bloomington. BEAD emphasizes the high concentration of creative assets and related activities to strengthen and enhance the overall economic environment of the community.

When fully implemented, BEAD will have a distinct identity and a package of economic and programming initiatives to benefit its major stakeholder groups and users: the community, visitors, the creative, cultural and entertainment sectors and small business.

The Purpose of a Cultural District

The creation of a cultural arts district is simply good business. Cultural districts are industrial parks for the creative sector – a defined area generating creative goods and services that promotes and enhances a community's identity while strengthening current economic development efforts. The creation of a district ensures that Bloomington remains the region's epicenter of innovation and creativity – paying substantial dividends across the economic and social spectrum. Districts across the country have proven their worth by creating jobs, broadening the city's tax base and attracting and retaining people to live, work and play in their communities. These districts also influence business development and expansion decisions, inspire downtown revitalization and historic preservation, build community identity and promote diversity, and stimulate the growth of creative enterprise.

Other cultural districts researched in preparation for BEAD strategic planning include the Glasstown Arts District - Millville, NJ; the Paducah Arts District - Paducah, KY; Cumberland Arts & Entertainment District - Cumberland, MD; the Short North Arts District - Columbus, OH; and the Charlotte Historic Arts District - Charlotte, NC.

Americans for the Arts and the National Endowment for the Arts each have extensive resources on cultural districts and their economic impact on local communities available on their respective web sites: www.artsusa.org and www.nea.gov.



“ BEAD is truly a community creation. ”

The Planning Process

The BEAD planning process began as internal discussions in the winter of 2005 with an assessment of community needs and resources, followed by project identification and definition in summer of 2006. Goal setting and plan development began with the convening of the strategic planning committee in August of 2007. Four large group meetings and numerous small group meetings were held through the fall of 2007 culminating in this plan in March 2008.

Purpose and Goals

The purpose of the BEAD Strategic Planning process was to develop a strategic plan that clearly defined the scope and strategies of the District and the role of the City of Bloomington and other partners in supporting its development. In addition, the Strategic Plan identified a vision

for the arts and cultural community over the next decade.

Planning goals included engaging key stakeholders, assessing District partner and community expectations for the District, identifying collaborative opportunities, educating partners and stakeholders about the District, providing opportunities for engagement with resources and programming, and tapping partners' vision for continued growth of the arts and cultural community throughout the next decade.

The Strategic Planning Committee

The committee was comprised of 50 individuals representing a variety of sectors of the District: restaurant and retail, the creative and cultural

community, visual artists, musicians, writers, creative industry, higher education, marketing professionals, local neighborhoods, galleries, developers, government, the financial sector, the community foundation, downtown business and tourism. BEAD is truly a community creation.



“ Keep Bloomington Bloomington! ”

Executive Summary of Strategic Priorities

The Strategic Plan identifies three core values for BEAD:

- Create a place that safeguards, enhances and celebrates what is special about Bloomington.
- Create a place that encourages engagement by community, visitors, small business and the creative, cultural and entertainment sectors.
- Create a place that provides creative and economic growth opportunities for the creative, cultural and small business sectors and offers intrinsic value to community stakeholders.

The plan defines the scope and strategic priorities for these core values through three key action areas: **Keep Bloomington Bloomington!**, **Get People Here** and **Keep People Here**.

Keep Bloomington Bloomington!

1. Identify and support key place-making initiatives for the District
2. Facilitate development of key District structures and character areas
3. Facilitate placement and appreciation of public art
4. Strengthen the connection with Bloomington's limestone heritage
5. Strengthen capacity of the District's current small business and creative and cultural sectors
6. Build synergy among District partners
7. Support efforts to build street energy through events, programming and place-making

8. Implement a District advisory structure that assists in communication, collaboration and implementation of strategic plan

Get People Here

1. Ensure a strong District brand and recognition in the community, region and nation
2. Assist District partners in effectively communicating and marketing their events, attractions and services
3. Facilitate arts and technology initiatives in the District
4. Ensure access to a variety of small business education, grant and loan programs for potential District partners



5. Encourage new District development projects

6. Support audience development and accessibility initiatives

7. Support art space planning and development in the District

8. Facilitate opportunities for those in the creative sector to live in the District

9. Establish a statewide Cultural District program

efforts towards artistic, professional and economic growth

3. Energize community stakeholder support for the District

Keep People Here

1. Ensure access to a variety of small business education, grant and loan programs for current District partners

2. Support the creative and cultural sector's



“ BEAD is an economic development project of the Office of the Mayor. ”

Implementation

During the process of creating this plan, careful attention was paid to making the strategic priorities pragmatic and achievable. A fully realized District as outlined in the plan is beyond the scope of just one agency. Under each strategic priority, key partners have been identified – these partners can assume a variety of roles (including leadership), which will be further identified as priorities move into the implementation phase. A listing of identified organizational partners (and their acronyms as appropriate) can be found in the Glossary (Page 48) as can definitions of key terms used throughout this plan. Implicit in implementation is the expectation of a high level of involvement by individuals and organizations represented in the strategic planning process and any and all present and future BEAD partners - not just those specifically identified in the plan.

BEAD is an economic development project of the Office of the Mayor and as such, the Assistant Economic Development Director for the Arts (AEDDA) will lead all implementation efforts including convening the advisory committee; prioritizing recommendations and developing implementation plans; spearheading City-led initiatives; and forging agreements with key partners to provide services and administer programs. The AEDDA will also assist in identifying and communicating metrics for specific initiatives and the District as a whole.

Next steps in implementing this plan should be to:

- Publicize the completed document through distribution to community leaders, through posting on the City's web site and through presentations as appropriate to cultural, community and civic groups;
- Translate the plan into alternative communication formats for key stakeholder groups and highlight the most pressing messages and recommendations for each;
- Create a new panel, the BEAD Advisory Committee, charged with an advisory role in plan implementation, communicating progress to the community, and serving as an informal brainstorming group (See Keep Bloomington Bloomington! 8. Page 17.)
- Use this plan as a guideline with ongoing monitoring to ensure progress and updated timelines



“ Create a place that safeguards, enhances and celebrates what is special about Bloomington. ”

**Keep
Bloomington
Bloomington!**

Keep Bloomington Bloomington! as an action item for BEAD development reflects a distinct community value: putting local resources and opportunities first. That translates into a core commitment reflected throughout the strategic plan to the places, people and programming already in the community. Key strategies have been identified that ensure opportunities for these entities which will in turn strengthen the District's overall attractiveness to the community, visitors, the business and creative sectors and new investments.

1. Identify and support key place-making initiatives for the District. Place-making as a priority in BEAD development ensures that the District remains a visually rich, accessible and user-friendly destination. The District's eclectic character, which includes a unique blend of architectural styles, businesses, creative and cultural attractions and residents, is key to its current and future vitality. As the District develops, successfully managing ongoing changes and challenges to that character will be imperative. The physical character of BEAD is best experienced at ground level and at a walkable speed – thus considerable effort should be made to keep the District pedestrian-friendly. Place-making implementation should include active monitoring and communication with District developers as well as those City departments, boards and commissions responsible for the District's overall physical character. Place-making efforts will include communicating the District's amenities through context-sensitive visual identifiers and various virtual and physical locations where stakeholders and visitors can get more in-depth information.

1.1. Monitor current and planned public and private infrastructure projects in the District

1.1.1. Ensure projects have a positive impact on District place making

1.1.2. Encourage the use of public art, artwork or other creative work of artists when feasible

1.2. Preserve current District infrastructure

1.2.1. Maintain and monitor asset inventory (structures, sidewalks, physical accessibility, greenspace, public art, lighting)

1.2.2. Recommend remediation for problem areas

1.3. Support making District easy, safe and attractive for stakeholders and visitors

1.3.1. Work to ensure District has appropriate vehicular traffic speeds, traffic light timing and other factors to support high volume of pedestrians and cyclists

- 1.3.2. Work to ensure District has appropriate amount of bike parking, lanes and other amenities for cyclists
- 1.3.3. Work to ensure parking policies, procedures and inventory meet the needs of District partners, stakeholders and visitors
- 1.3.4. Work with Bloomington Transit and other transportation partners to ensure adequate transportation for the District's partners, stakeholders and visitors
- 1.3.5. Work to ensure District has appropriate amount of outdoor seating, public and private
- 1.3.6. Identify alleyways that could be reinvigorated as pedestrian thoroughways
- 1.3.7. Ensure stakeholders and visitors can access and navigate the district through clear and consistent signage, banners, brochures, and kiosks
- 1.3.8. Ensure stakeholders and visitors have a variety of physical and virtual locations to access information about the District

Partners: City of Bloomington Departments: Parks and Recreation, Public Works, Planning; City of Bloomington Boards and Commissions: Sidewalk Committee, Council for Community Accessibility, Bicycle and Pedestrian Safety Commission, Traffic Commission; Bloomington Transit; Various parking entities (Chamber Parking Study Committee, BTOP, IU Bus Service); CVB; DBI; Sunrise Box Office/Downtown Visitor's Center

2. Facilitate development of key District structures and character areas. Pockets of the District as well as key structures are underutilized. Provide vision for potential investments in the District by identifying opportunities, developing investment incentives and creating local and regional visibility for these projects. Engage in ongoing communication and marketing of the District as an investment opportunity locally, regionally and nationally. As investment opportunities emerge, ensure project impact is sensitive to District "pioneers" (current District small business owners or residents) through project development input and small business services.

- 2.1. Finalize character area names and descriptors (See Appendix B. Character Area Definition and Descriptions Page 49)
- 2.2. Inventory and target key structures and character areas for development
 - 2.2.1. Identify and develop specialized development tools and incentives as needed
- 2.3. Promote locally, regionally and nationally the availability of all structures, character areas and infrastructure opportunities for development/redevelopment
- 2.4. Utilize current and new incentives and tools to encourage District investments
- 2.5. Ensure that ongoing investment is sensitive to District "pioneers" (see Glossary Page 48)

Partners: DBI; BEDC; BUEA

3. Facilitate placement and appreciation of public art. “It is the stated intent of the City to encourage the placement of works of art in public places in order to stimulate the vitality and economy of the City and enhance Bloomington’s standing as an arts leader. The City accepts responsibility for expanding the opportunities for its citizens to experience public art and other projects resulting from the creative expression of artists in public places of the City.” – City of Bloomington’s Percentage for the Arts Ordinance.

Since the passage of Percentage for the Arts, the City has funded three Percentage for the Arts projects and additional public art has been funded through other means. Through BEAD, the City has the ideal opportunity in which to reinvigorate its commitment to public art and provide incentives for additional public and private investment for public art initiatives. This commitment can be realized through strengthening the Percentage for the Arts ordinance; providing seed money to encourage public art partnerships; and expanding the community’s current definition of public art through projects that go beyond the traditional mural and outdoor sculpture programs.

3.1. Identify opportunities for the City to strengthen its commitment to public art

3.1.1 Support revisions in the Percentage for the Arts ordinance (see Glossary) that would encourage the inclusion of additional public and private projects

3.1.2 Work with other City agencies to coordinate public art efforts in their departments (Parks and Recreation, Housing and Neighborhood Development)

3.1.3 Work with partners to facilitate a variety of public art projects including those funded by Percentage for the Arts; other sculpture projects (sculpture walk, sculpture street, musical sculpture garden); B-Line projects; Public Art Mural Program; Pocket Art; Neighborhood Art Programs; Bicycle Art; Alley Artsapes; Garage Art (see Glossary Page 48 for project definitions) and propose new projects

3.1.4 Develop guidelines that define goals and procedures for the City of Bloomington’s public art programs

3.2. Ensure that the District is a priority location for public art projects

3.3. Provide public art opportunities that encourage participation from community stakeholders

3.4. Raise profile of District’s public art through consistent signage and local, regional and national promotion

3.5. Identify and secure other sources of funding for public art

3.5.1. Develop public-private “Artnership” grants to encourage the commission, creation and donation of works of art by the private sector

3.5.2. Identify sources of federal and state grant funding to utilize for public art efforts

Partners: City of Bloomington Departments: Parks and Recreation, Housing and Neighborhood Development (HAND), Public Works; City of Bloomington Community Arts Commission; BAAC; YAH; Rhinos Youth Media and All Ages Club; DBI; CVB

4. Strengthen the connection with Bloomington's limestone heritage. Bloomington's limestone history is an opportunity to further brand the District through concerted efforts to present and promote limestone's contribution to local art and architecture. Efforts should be made to bring together those partners that provide information and programming related to limestone in the area to develop programming and marketing strategies to better promote the District's limestone assets and develop new ones as appropriate.

4.1. Work with District and community partners to promote the District's current limestone offerings including public art, walking tours and architecture

4.2. Work to ensure limestone is represented in public art commissions and temporary and permanent installations

4.3. Support the development of other community limestone attractions

Partners: City of Bloomington Boards and Commissions: Community Arts Commission, Historic Preservation Commission; BAAC; Monroe County History Center; Bloomington Restorations Inc.; CVB; DBI

5. Strengthen capacity of the District's current small business and creative and cultural sectors. To ensure that BEAD's current partners are well-positioned to take advantage of increasing District activity, opportunities should be provided to assist them in meeting goals effectively and achieving sustainability over the long term through peer-to-peer learning, facilitated organizational development, training, research, and grant making. Community partners that currently provide education and information tools and services can be tapped for expertise and encouraged to develop programming reflective of the needs of the District's small business and creative and cultural sectors. Both small business and the creative and cultural sector should be encouraged to utilize the capacity-building organizations and tools available to them. The role and function of volunteers in the creative and cultural sector should receive emphasis including specialized training, recruitment assistance and the identification of other needs that could require specialized volunteer skills. Federal or state funding should be sought to assist in developing these initiatives.

5.1. Ensure a broad variety of education, information and tools for the small business sector

5.1.1. Work with small business and small business capacity-building organizations (Chamber of Commerce, SBDC, SBA, SCORE) to develop needed capacity-building educational programs and tools as needed

5.2. Ensure specialized training for the creative and cultural sectors including:

5.2.1. Fund development

5.2.2. Business training opportunities

5.2.3. Volunteer & board development

5.3. Encourage partners to utilize capacity-building tools and organizations (Chamber of Commerce, SBDC, BAAC, bloomingtonarts.info, Sunrise Box Office) and suggest new ones

5.3.1. Encourage partners to utilize volunteer services and recruitment resources

5.3.1.1. Promote the use of the City's Volunteer Network program

- 5.3.1.2. Promote the use of volunteer capacity-building resources (SBDC, SCORE) for small business
- 5.3.1.3. Assess the need for additional volunteer capacity-building opportunities for the creative and cultural sectors (e.g., Volunteer Lawyers for the Arts)

5.3.2. Work with capacity-building organizations to ensure their offerings are promoted and marketed in the District and community

5.4. Identify sources of federal and state grant funding to utilize for capacity-building efforts

Partners: SBDC; SEED; SBA; SCORE; IU's Kelley School of Business; Greater Bloomington Chamber of Commerce; Community Foundation of Bloomington and Monroe County; Non-Profit Alliance (NPA); United Way; BAAC; IAC; IHC; NEA

6. Build synergy among District partners. Through a concerted effort to communicate and collaborate more effectively, District partners can create new events and programming or strengthen existing ones. This strategy builds increased capacity for partnering groups as audiences cross-pollinate; attracts new stakeholders and visitors and encourages longer and overnight stays in the District as visitors patronize restaurant, retail and other attractions. The BEAD Advisory Committee (Keep Bloomington Bloomington! 8. Page 16) should provide an opportunity to facilitate communication among District partners on a regular basis – other collaborative conversations can happen through DBI, BAAC, ArtsWeek and the Chamber of Commerce among other groups. Funding should be secured to encourage ongoing collaboration and cross-promotion among District and community partners. The connection with IU forged through the annual ArtsWeek should be strengthened to meet the mutually beneficial goals of regional and national visibility, including audience development designed to draw on both the District and campus' creative and cultural amenities.

6.1. Through the BEAD Advisory Committee and other collaborative groups and organizations, facilitate regular and ad-hoc communication among partners

6.2. Encourage partners to utilize existing collaborative tools and organizations (BAAC, bloomingtonarts.info, Sunrise Box Office, DBI, Chamber of Commerce) and suggest new ones

6.3. Encourage the strengthening and expansion of existing synergistic events such as GalleryWalk, First Fridays

6.4. Provide funding opportunities that encourage partners to collaborate on events, cross-promote

6.5. Build on the successful collaborative efforts of IU's ArtsWeek, encourage ongoing active communication and partnerships with IU and its creative and cultural community

Partners: BAAC; Sunrise Box Office/Downtown Visitor's Center; DBI; CVB; IU ArtsWeek; Greater Bloomington Chamber of Commerce; creative and cultural sector

7. Support efforts to build street energy through events, programming and place-making

To encourage further engagement with the District by stakeholders and visitors, support unique place-making efforts and provide opportunities for the creative and cultural community to gain economic benefit, street energy should be part of the BEAD experience. Established outdoor cultural events have proven to be successful in attracting new stakeholders and visitors and providing positive economic benefit to the District business community. Efforts should be made to build on these events and Bloomington's unique sense of place to achieve additional economic benefit for the creative and cultural sector and the District as a whole.

7.1. Facilitate development of the Festival Streets character area and identify other public or private areas that could be utilized for performances and special events

- 7.1.1. Complete an inventory and needs assessment with those District Partners that currently produce outdoor events
- 7.1.2. Develop a priority list and process for the planning and development of new and the rehabbing of current outdoor event space that involves event producers and adjacent District partners

7.2. Support opportunities for stakeholders and visitors to encounter artists working outdoors in the District

- 7.2.1. Develop a City-permitted buskers program
- 7.2.2. Support opportunities for visual artists to create work outside
- 7.2.3. Support the development of street theatre, performance art and other community gatherings (e.g., parades)

7.3. Continue to streamline process for District partners to stage outdoor events

- 7.3.1. Provide active mentoring during event planning
- 7.3.2. Provide one-stop, comprehensive interface for City Departments
- 7.3.3. Serve as an advocate for events as appropriate
- 7.3.4. Develop communication tools and messaging that encourage early contact with City Economic Development staff for potential outdoor event partners

7.4. Modify the existing Itinerant Merchant ordinance to standardize and encourage the sale of food, art or other merchandise in certain BEAD areas

Partners: City of Bloomington Departments: Public Works, Planning, Engineering, Parks and Recreation, Legal, BPD, BPD; BAAC; Lotus Education and Arts Foundation; 4th Street Festival of the Arts and Fine Crafts; creative and cultural sector

8. Implement a District advisory structure that assists in communication, collaboration and implementation of strategic plan. To facilitate ongoing communication and input from District partners and community stakeholders, a BEAD Advisory Committee should be formed and charged with providing oversight of strategic plan implementation. Committee members will also participate in specific BEAD-related program development and implementation. As the District moves through implementation, the Committee should recommend other lead partners as appropriate. The committee should also work with the Assistant Economic Development Director for the Arts in identifying metrics for District progress in key areas.

8.1. Convene District Advisory Committee

- 8.1.1. Invite participation from Strategic Planning Committee members
- 8.1.2. Identify and remediate “gaps” in representation (gender, age, partners, stakeholders)
- 8.1.3. Keep membership fluid based on Committee, District or program needs

8.2. Develop Committee’s responsibilities and authority

8.3. Identify funding source(s) for District planning and implementation

- 8.3.1. Plan for resource development
- 8.3.2. Define policies and procedures for fund distribution (if applicable) that emphasize transparency and inclusiveness

8.4. Identify other potential lead partners for funding, administration and implementation of District

- 8.4.1. Begin discussions with potential partners on various aspects of District management
- 8.4.2. As appropriate, recommend transition of various aspects of District management to community or District partners

8.5. Adopt and communicate metrics to gauge District progress

Partners: Strategic Planning Committee members



“ Create a place that encourages engagement by community, visitors, small business and the creative, cultural and entertainment sectors. ”

Get
People
Here

Get People Here is the second action area for BEAD development - attracting new stakeholders, partners and visitors to engage in the District as residents, investors, creators and audience members through the development and effective communication of unique physical, programmatic, and fiscal resources and opportunities.

1. Ensure a strong District brand and recognition in the community, region and nation. Strong messaging and brand identity will build awareness of BEAD, connect stakeholders to the District experience, create a call to action and enhance the overall visitor experience. High visibility and strong branding and marketing brings stakeholders, visitors and their spending power to the District; provides an attractive recruitment tool for other economic development agencies; and serves as an enticement to encourage relocation into the community by interested individuals. BEAD branding should be facilitated with multiple partners including District attractions, the local and regional tourism sector, IU, Ivy Tech, and other key community attractions and stakeholders. As part of BEAD branding, a “Buy BEAD” or “Buy Local Art” initiative should be launched to further educate and focus attention on the value of the District and its creative and cultural sectors in economic and community development. Funding opportunities should be developed to support partnership efforts in branding the District.

1.1. Identify District brand

- 1.1.1. Communicate core values of District
- 1.1.2. Create tag lines and descriptors
- 1.1.3. Create distinct messaging platforms for current and potential partners, stakeholders and visitors
- 1.1.4. Create usage standards and collateral materials supporting the District's identity
- 1.1.5. Develop and distribute visual identifiers – e.g., banners, flags, signage
- 1.1.6. Develop and distribute printed material – e.g., rack cards, brochures
- 1.1.7. Use technology to communicate brand identity
 - 1.1.7.1. Develop web site
 - 1.1.7.2. Identify other technology that can be utilized for branding purposes

1.2. Ensure local District brand recognition

- 1.2.1. Create and implement media relations programs to raise awareness and generate interest in the District for stakeholders

- 1.2.2. Launch educational efforts focused on the value of the creative and cultural sectors in economic and community development
- 1.2.3. Facilitate consistent and high volume use of District logo and messaging by District and its partners
- 1.2.4. Develop local-market media campaigns in Brown, Morgan, Greene, Lawrence and Owen counties
- 1.2.5. Encourage cross promotion opportunities in cultural tourism and promotion of arts corridors with Brown County & Columbus CVBs, Chambers and other key attractions or stakeholders
- 1.3. Ensure regional and national District brand recognition
 - 1.3.1. Develop regional and national media relations programs
 - 1.3.2. Support regional and national promotional efforts by District partners
 - 1.3.3. Partner with IU and Ivy Tech on regional and national promotional efforts
 - 1.3.4. Partner with statewide CVBs, creative and cultural agencies and tourism entities to encourage cross-promotion of cultural tourism and arts districts/corridors in Indiana regionally and nationally
- 1.4. Develop a “Buy BEAD” program for District partners
 - 1.4.1. Identify best practices from other national “buy local art/district” and “buy downtown” initiatives
 - 1.4.2. Develop branding identity
 - 1.4.3. Implement brand recognition – work with District branding efforts to ensure inclusion of “Buy BEAD”

Partners: DBI; CVB; BAAC; IAC; IU; Ivy Tech; local and regional tourism sector; GalleryWalk; Bloomington Originals; Indiana Foodways Alliance

2. Assist District partners in effectively communicating and marketing their events, attractions and services. In addition to effective brand recognition for the District, efforts must be made to bring higher visibility to its partners. Partners should be encouraged to use the free marketing and information tools available in the community and participate actively in their improvement. In the spirit of mutual benefit, efforts should be made to bring together the community web site administrators to discuss sharing information with minimal expended effort by both web site and partner staff members. Community collaborative organizations should be encouraged to provide additional marketing training and tools based on their constituents’ needs. To jumpstart partner marketing, the District should provide funding opportunities that support collaborative efforts.

- 2.1. Encourage stakeholders to utilize existing collaborative marketing tools
- 2.2. Maximize the capacity of community web sites that provide District information
 - 2.2.1. Work to align information and messaging on all web sites in the community that provide cultural, tourism, downtown or business information
 - 2.2.1.1. Investigate calendar coordination amongst web sites to ensure complete arts, cultural and event information on all sites
 - 2.2.1.2. Ensure BEAD web site and other marketing developments interface with other community web sites and calendars
 - 2.2.2. Encourage cross-promotion of community web sites and more active linkage between District partners’ sites
- 2.3. Support efforts of community collaborative organizations’ efforts to provide additional marketing training and tools

- 2.4. Establish and provide funding for District-supported marketing partnerships that encourage local and regional visibility and reach out to new and traditionally underserved audiences

Partners: BAAC; CVB; DBI; IU; Ivy Tech; WFIU; Herald-Times Online.com; Greater Bloomington Chamber of Commerce; Bloomingtononline.net; creative and cultural sector

- 3. Facilitate arts and technology initiatives in the District.** With a Certified Technology Park (CTP) at one edge of the District's boundaries and innovative technological advances at IU at another, the opportunity exists to infuse the District with new art forms and programming influenced by technology. IU's 35,000-plus student body represents the next wave in the evolution of technology as an active player in the delivery of information and creative and cultural programming. The District should capitalize on the opportunity to provide regional and national leadership in arts and technology initiatives.

- 3.1. Form a steering committee with community leaders in technology and the arts to identify key opportunities for active engagement with technology to create and promote the arts
 - 3.1.1. Explore technology as a tool in creating new forms of art and culture
 - 3.1.2. Explore opportunities for potential partners that integrate arts and technology
- 3.2. Encourage the utilization of technology by District partners in ongoing marketing and programming efforts

Partners: City of Bloomington Information and Technology Services Department; IU: School of Fine Arts Digital Media Department; Telecommunications – Game Design; Jacobs School of Music; BAAC

- 4. Ensure access to a variety of small business education, grant and loan programs for potential District partners.** To encourage and support new business development, the District should provide easy access to information on doing business in the District, work with community partners on providing education and tools for startups and offer a variety of traditional and District-specific grant and loan programs for startup and relocating businesses. This approach will encourage entrepreneurship, especially among the creative and cultural sector, who may be long on innovation but short on business experience. Attracting new business brings fresh ideas and expands the stakeholder and visitor customer base for all District partners. Services provided and opportunities available for new business in the District should be extensively promoted throughout the region.

- 4.1. Provide active mentoring for potential District partners
 - 4.1.1. Provide one-stop, comprehensive information on available opportunities and develop communication tools and messaging that encourage contact with City Economic Development staff
 - 4.1.2. Serve as an advocate for partners in grant and loan application process as appropriate
 - 4.1.3. As part of art space needs assessment (See Get People Here 7. Page 23), investigate the viability of establishing an arts incubator to directly support creative-based startup partners

- 4.2. Work with community partners to provide education programs to meet the ongoing needs of District small business partners
 - 4.2.1. Provide information and tools to address current and emerging local, regional and national challenges and trends
 - 4.2.2. Provide information and tools on specific downtown or arts/cultural district challenges and trends
- 4.3. Ensure a variety of small business grant and loan programs
 - 4.3.1. Effectively utilize existing traditional loan programs
 - 4.3.1.1. City facilitated: BUEA, BILF
 - 4.3.1.2. Community partner facilitated: SBDC, SEED Corp., Small Business Association
 - 4.3.2. Develop a District-related small business grant and loan program
 - 4.3.2.1. Cultural and creative-sector component
 - 4.3.2.2. Business relocation component
- 4.4. Encourage potential partners to utilize existing collaborative organizations and tools
- 4.5. Meet with local lending institutions to seek advice on improving access to credit for small business startups
- 4.6. Communicate and market opportunities for potential District partners throughout the region

Partners: SBDC; SEED Corp.; BUEA; SBA; Greater Bloomington Chamber of Commerce; financial institutions

5. Encourage new District development projects. To encourage new development projects within the District, specific incentives should be developed, more active mentoring by Economic Development staff should be provided and opportunities and incentives should be more extensively promoted. New development projects will increase District energy, expanding the stakeholder and visitor customer base for all partners. New development can also be leveraged to address underrepresented sectors such as mixed residential and art space and enrich the District's visual landscape in exciting, new ways. Incentives should be explored that would encourage the development of arts space (e.g., artist studios, rehearsal space) by investors.

- 5.1. Provide active mentoring of projects with investors
 - 5.1.1. Provide one-stop, comprehensive information on process, economic incentives and policies
 - 5.1.2. Develop communication tools and messaging that encourage early contact with City Economic Development staff
 - 5.1.3. Serve as an advocate for projects as appropriate
 - 5.1.4. Work closely with community partners and City planning staff to learn about investments under consideration
- 5.2. Ensure access to existing economic incentive programs for District developers

5.3. Explore the development of District-related investment grants and incentives, e.g., for the creation of arts space (rehearsal, art studio, live/work) as stand-alone projects or within other projects; the creation of low and moderate income housing; façade renovations for non-historic properties; architectural/design assistance; build-out costs

5.4. Communicate and market investment opportunities and incentives throughout the region

Partners: City of Bloomington: Planning Department, HAND; BUEA; BEDC; SBDC

6. Support audience development and accessibility initiatives. BEAD's success as an economic development and capacity building tool and as a distinct destination will be driven in part by its ability to attract specific stakeholders: audiences, patrons and visitors. As a project of the City of Bloomington, and a reflection of its commitment to community condition, BEAD should strive to be inclusive, accessible and welcoming to all. Audience development and accessibility for the District means working with partners to develop new audiences; removing barriers to participation and supporting the tourism sector's efforts to grow visitorship in the District and throughout Bloomington.

6.1. Grow new audiences for the District

6.1.1. Work with partners to identify audience development issues and opportunities

6.1.1.1. Encourage creation of audience development strategies by partners

6.1.1.2. Identify funding to support audience development initiatives

6.1.2. Encourage outreach activities into the community and region by District artists and the creative and cultural sector

6.1.3. Work with partners and the tourism sector to bring targeted audiences (youth, seniors, visitors) to District venues during the day

6.1.4. Explore a mentoring program matching MCCSC students with District artists and creative and cultural organizations

6.1.5. Explore partnerships with the Fairview campus that involve the creative and cultural community

6.2. Ensure the District and its programming are accessible to the broadest audience possible

6.2.1. Encourage the development of events and programming for underserved and multicultural audiences

6.2.2. Encourage programming from emerging groups and showcase new art forms

6.2.3. Actively address cost barriers to the District

6.2.3.1. Work with partners to offer free and low cost events

6.2.3.2. Work with partners to offer ongoing free or low cost access to events

6.2.3.3. Continue to offer free and low cost cultural programming through the City's Parks & Recreation Department

6.2.3.4. Explore the feasibility of offering free or low cost transportation to and within the District

6.2.4. Provide ongoing guidance through City agencies and partners to address physical accessibility in the District

6.2.5. Ensure District and partner messaging and marketing utilizes the appropriate tools to reach the broadest audience as possible

6.2.6. Provide funding to support accessible programming initiatives

6.3. Grow visitor sector of District audience

- 6.3.1. Work with tourism sector to ensure District is part of ongoing local tourism strategy
- 6.3.2. Assist tourism sector in strengthening partnerships, events and attractions in District to further tourism goals
- 6.3.3. Support tourism sector's ongoing efforts to collaborate with nearby tourism entities to support regional tourism efforts
- 6.3.4. Partner with tourism sector on regional and national marketing for District

Partners: City of Bloomington Parks and Recreation Department, City of Bloomington Boards and Commissions: Council for Community Accessibility, Community Arts Commission; Bloomington Transit; IU Bus Service; Rural Transit; United Way; BAAC; MCCSC; CVB; creative and cultural sector

7. Support art space planning and development in the District. Partners have indicated a lack of suitable art spaces in the District e.g., art studios/ collaborative work spaces; live/work spaces; arts incubator space; performance/rehearsal space and office/work space for creative and cultural groups. Having an adequate inventory of art space will ensure the District continues to attract and satisfy the needs of the creative and cultural sector and allow for additional and more varied opportunities for stakeholders and visitors to experience arts and culture. These additional opportunities increase the capacity of the creative and cultural sector and have a multiplier effect as arts audiences patronize local restaurants and retail establishments as part of their cultural experiences.

Efforts should be made to assess the needs and market and devise a variety of strategies that include encouraging investment in art spaces by the development sector; repurposing current City-owned facilities; sharing space in current City-owned facilities and providing tools in facilities development for the creative and cultural sector. Tools should also be developed to assist in matching currently available venues with users and encouraging other District partners to develop or repurpose space for the use of the creative and cultural community. Maintaining and improving current art spaces to support increased and increasingly sophisticated use will also be an ongoing need.

7.1. Provide a base of professional expertise and analysis related to the sector's need for space and what the community can support.

- 7.1.1. Complete a market study and needs assessment for the kind, number, and need for art spaces including an arts incubator, rehearsal and performance spaces, artist studios, collaborative work space and other space needs
 - 7.1.1.1. Develop a list indicating priorities for the planning and development of art spaces
 - 7.1.1.2. Develop a list of funding sources, financing mechanisms and advocacy and coordination functions that are available to support the development of art spaces

7.2. Develop incentives to encourage developers to integrate art spaces into their projects

7.3. Define the protocols for when and how the City becomes a partner in the development of art spaces

- 7.3.1. Identify City-owned properties within the District which might be suitable for the development of new space
- 7.3.2. Review operating policies of other City-owned properties to investigate whether a dedicated percentage of time or space could be used for cultural and creative activities

- 7.4. Work with partners to provide workshops and training in facilities development and maintenance for the creative and cultural sector
- 7.5. Ensure available arts spaces/venues are being fully utilized
 - 7.5.1. Support the creation of a system to connect available venues with the creative and cultural sector
- 7.6. Encourage the development or repurposing of art spaces by District partners
- 7.7. Explore opportunities for IU and Ivy Tech to develop and maintain public art spaces in BEAD
- 7.8. Ensure the District's art spaces and cultural and creative infrastructure are adequate to support higher levels of cultural and creative production
 - 7.8.1. Encourage short-term and long-term capital improvement planning by organizations that own or manage cultural and creative spaces
 - 7.8.2. Develop a list of funding sources, financing mechanisms and advocacy and coordination functions that are available to support the improvement of art spaces

Partners: City of Bloomington Departments: Public Works, Utilities, Planning; Bloomington Transit; BAAC; IU; Ivy Tech; creative and cultural sector; developers

8. Facilitate opportunities for those in the creative sector to live in the District. To position the District as the region's 24 hour epicenter of innovation and creativity, efforts should be made to increase residential density and to diversify the mix to include a broader range of incomes, family makeup, ages and professions. Within those broad-based diversification efforts, specific opportunities should be created to encourage and support the relocation of the creative sector into the District. Research from Artspace, a leading organization dedicated to the development of art space of all types indicates that the addition of the creative sector in the residence mix increases pedestrian traffic, enlivens streetscapes, and allows the sector to grow professionally and achieve financial stability. Through the repurposing of existing and creation of new home ownership initiatives, the District can grow this sector and bring economic benefit through additional cultural and creative activity and a general increase in visitors in the District.

- 8.1. Work with developers to provide live/work space in new projects
- 8.2. Encourage at least one new high-density development in the District be geared towards students and/or faculty in the creative or cultural sector
- 8.3. Work with City agencies to provide better access for the creative sector to home buyer/rehab programs
 - 8.3.1. Effectively utilize existing home buying programs, services, grants and loans
 - 8.3.2. Develop new opportunities geared to the creative sector
 - 8.3.3. Work with emerging City Housing Trust initiative to provide grants for first-time or low-income home buyers in the District
 - 8.3.4. Promote program offerings locally and regionally

8.4. Explore the feasibility of other low/moderate housing development opportunities adjacent to the District

Partners: City of Bloomington Departments: HAND, Planning; Monroe County Board of Realtors

9. Establish a statewide Cultural District program. Indiana should follow the example of other states (Iowa, Maryland, among others) that have successfully implemented a statewide Cultural District program. These programs offer benefits including historic tax credits for rehabilitation of historic structures or other incentives which create live/work space for cultural workers, space for cultural and entertainment enterprises and access to financial assistance programs from state agencies and other funding partners. At best, a Cultural District program in Indiana can offer some of the powerful economic development incentives available in other states, including sales-tax-free zones for the purchase of art, income tax credits for artists selling work in a certified district and sales tax rebate programs for district reinvestment. At minimum, it can serve to officially designate districts officially throughout the state, creating more effective partnerships with regional and statewide cultural and tourism entities. Efforts should be made to advance and advocate for enabling legislation, the inclusion of significant economic incentives and the designation of BEAD as one of the first official cultural districts in the state.

9.1. Work with state arts and legislative partners to advance the establishment of a Cultural District program in Indiana

9.1.1. Provide best practice models for legislative partner review

9.1.2. Work with IAC's Advocacy and Awareness Committee in monitoring the legislation's progress

9.1.3. Engage and partner in additional lobbying efforts as needed

9.2. Provide input on inclusion guidelines and incentives for program with regulating body

9.3. Apply for inclusion in program when appropriate

Partners: Local and regional legislative delegation; IAC; INCA; BAAC; BCAC



“ Create a place that provides creative and economic growth opportunities for the creative, cultural and small business sectors and offers intrinsic value to community stakeholders. ”

Keep
People
Here

The third action area for District development focuses on providing ongoing opportunities for BEAD partners to grow through physical, programmatic, and fiscal resources and opportunities and ensures the District remains a dynamic cultural and economic stimulus for the community.

1. Ensure access to a variety of small business education, grant and loan programs for current District partners. To encourage and support ongoing business growth, the District should provide ongoing mentoring of current small business partners, including easy access to information on opportunities and working with community partners to provide education and tools to meet ongoing needs and respond to new challenges. A variety of traditional and District-specific grant and loan programs for current small businesses should be available and promoted through community partners.

1.1. Provide active mentoring to current District partners on available education, grant and loan opportunities

1.1.1. Provide one-stop, comprehensive information and develop communication tools and messaging that encourage contact with City Economic Development staff

1.1.2. Serve as an advocate for partners in the grant and loan application as appropriate

1.1.3. Market and communicate opportunities

1.2. Work with community partners to provide education programs to meet the ongoing needs of District small business partners

1.2.1. Provide information and tools to address current and emerging local, regional and national challenges and trends

1.2.2. Provide information and tools on specific downtown or arts/cultural district challenges and trends

1.3. Ensure a variety of small business grant and loan programs

1.3.1. Effectively utilize existing traditional loan programs

1.3.1.1. City facilitated: BUEA, BIILF

1.3.1.2. Community partner facilitated: SBDC, SEED Corp., SBA

1.3.2. Develop District-related grant and loan programs for current partners

1.4. Meet with local lending institutions to seek advice on improving access to credit for small business

Partners: SBDC; SEED Corp.; BUEA; SBA; BAAC; IAC; IU; Ivy Tech; Chamber of Commerce; financial institutions

2. Support the creative and cultural sector's efforts towards artistic, professional and economic growth. The creative and cultural sector needs additional educational opportunities, creative outlets and support to take on more challenging work. The District should create an environment through support of training, funding initiatives and public sector art experiences in which the creative and cultural sector can be engaged at every level. These efforts will help stem "creative drain" - when established creative professionals are forced to relocate out of the community to find enhanced opportunities. The District will benefit from the availability of more sophisticated and varied creative offerings as will its partners, users and visitors.

2.1. Provide public sector art experiences that are creatively challenging, artistically rewarding and financially feasible for the creative and cultural sector

2.1.1. Utilize a variety of Percentage for the Arts commissions and projects to engage visual artists

2.1.2. Ensure ongoing opportunities for the creative and cultural community to gain economic benefit through the City's Parks and Recreation Department's cultural programming initiatives

2.2. Work with community partners to develop opportunities for mid-career artists to receive additional training and skills

2.3. Support the development of funding that encourages growth in the creative and cultural sector

2.3.1. Explore the establishment of a United Fund for the Arts

2.3.2. Identify local, regional and national funding opportunities that support growth of individual artists and creative and cultural organizations

2.3.3. Encourage the development of local funding opportunities that encourage and support innovation and excellence of individual artists and creative and cultural organizations

2.3.4. Encourage the development of an artist guild/co-op to pool funds for marketing, space acquisition and volunteer help

2.4. Promote the establishment of an agency or other professional services for the creative sector to assist in promoting, marketing and booking to a regional and national audience

Partners: City of Bloomington Parks and Recreation Department; BCAC; BAAC; Community Foundation; IAC; NEA; IHC; creative and cultural sector

3. Energize community stakeholder support for the District. BEAD will only be realized through investments of time, energy and funds from a variety of partners including the City of Bloomington. Providing periodic progress reports on the District's economic development accomplishments will keep BEAD partners and community stakeholders invested and engaged in its growth. Developing new or co-opting free District events to "thank" stakeholders annually or semi-annually for their support can strengthen buy-in and sense of ownership. Efforts should also be made in partnership with the tourism sector to encourage the community to actively promote "their" District on their business web sites, in their business contacts and in their travels.

- 3.1. Utilize the BEAD advisory committee to assist in developing metrics and timeline for measuring and communicating the District's economic performance
- 3.2. Utilize special events or promotions to "thank" stakeholders for their support of the District
- 3.3. Partner with tourism sector to develop programs or opportunities for community stakeholders to be "District ambassadors"

Partners: BEAD Advisory Committee; CVB; BAAC; BCAC; DBI



Strategic Priorities for Year One

First Quarter 2008

Facilitate placement and appreciation of public art (Keep Bloomington Bloomington 3.)

- Identify opportunities for the City to strengthen its commitment to public art (KBB 3.1)
- Ensure that the District is a priority location for public art projects (KBB 3.2)
- Work with partners to facilitate a variety of public art projects including those funded by Percentage for the Arts; other sculpture projects (sculpture walk, sculpture street, musical sculpture garden); B-Line projects; Mural program; Pocket Art; Neighborhood Art Programs; Bicycle Art; Alley Artsapes; Garage Art and propose new projects (KBB 3.1.3)
- Support revisions in the Percentage for the Arts ordinance that would encourage the inclusion of additional public and private projects (3.1.1)
- Develop public-private "Artnership" grant programs to encourage the commission, creation and donation of works of art by the private sector (KBB 3.5.1)
- Provide public art opportunities that encourage participation from community stakeholders (KBB 3.3)
- Raise profile of District's public art through consistent signage and local regional and national promotion (KBB 3.4)
- Develop guidelines that define goals and procedures for the City of Bloomington's public art programs (KBB 3.1.4)

Implement a District advisory structure that assists in communication, collaboration and implementation of strategic plan (Keep Bloomington Bloomington 8.)

- Convene District Advisory Committee (KBB 8.1)
 - Invite participation from Strategic Planning Committee members (KBB 8.1.1)
 - Identify and remediate "gaps" in representation (gender, age, partners, stakeholders) (KBB 8.1.2)
 - Keep membership fluid based on Committee, District or program needs (KBB 8.1.3)
- Develop Committee's responsibilities and authority (KBB 8.2)
- Identify funding source(s) for District planning and implementation (KBB 8.3)
 - Plan for resource development (KBB 8.3.1)
 - Define policies and procedures for fund distribution (if applicable) that emphasize transparency and inclusiveness (KBB 8.3.2)
- Adopt and communicate metrics to gauge District progress (KBB 8.5)



Support art space planning and development in the District (Get People Here 7.)

- Provide a base of professional expertise and analysis related to the sector's need and what the community can support (GPH 7.1)
 - Complete a market study and needs assessment for the kind, number, and need for art spaces including an arts incubator, rehearsal and performance spaces, artist studios, collaborative work space and other space needs (GPH 7.1.1)
- Define the protocols for when and how the City becomes a partner in the development of art spaces (GPH 7.3)
 - Identify City-owned properties within the District which might be suitable for the development of new space (GPH 7.3.1)
- Explore opportunities for IU and Ivy Tech to develop and maintain public art spaces in BEAD (GPH 7.7)

Second Quarter 2008

Build synergy among District partners (Keep Bloomington Bloomington 6.)

- Through the BEAD Advisory Committee and other collaborative groups and organizations, facilitate regular and ad-hoc communication among partners (KBB 6.1)
- Encourage partners to utilize existing collaborative tools (BAAC, bloomingtonarts.info, Sunrise Box Office, DBI, Chamber of Commerce) and organizations and suggest new ones (KBB 6.2)
- Encourage the strengthening and expansion of existing synergistic events such as GalleryWalk, First Fridays (KBB 6.3)
- Provide funding opportunities that encourage partners to collaborate on events, cross-promote (KBB 6.4)



Assist District partners in effectively communicating and marketing their events, attractions and services (Get People Here 2.)

- Encourage stakeholders to utilize existing collaborative marketing tools (GPH 2.1)
- Maximize the capacity of community web sites that provide District information (GPH 2.2)
 - Work to align information and messaging on all web sites in the community that provide cultural, tourism, downtown or business information (GPH 2.2.1)
 - Investigate calendar coordination amongst web sites to ensure complete arts, cultural and event information on all sites (GPH 2.2.1.1)
 - Ensure BEAD web site and other marketing developments interface with other community web sites and calendars early in development (GPH 2.2.1.2)
- Establish and provide funding for District-supported marketing partnerships that encourage local and regional visibility and reach out to new and traditionally underserved audiences (GPH 2.4)

Ensure a strong District brand and recognition in the community (Get People Here 1.)

- Identify District brand (GPH 1.1)
 - Communicate core values of District (GPH 1.1.1)
 - Create tag lines, descriptors and slogans (GPH 1.1.2)
 - Create distinct messaging platforms for current and potential partners, stakeholders and others (GPH 1.1.3)
 - Create usage standards and collateral materials supporting the District's identity (GPH 1.1.4)
 - Develop and distribute visual identifiers e.g., banners, flags, signage (GPH 1.1.5)
 - Develop and distribute printed material e.g., rack cards, brochures (GPH 1.1.6)
 - Use technology to communicate brand identity (GPH 1.1.7)
 - Develop web site (GPH 1.1.7.1)
- Ensure local District brand recognition (GPH 1.2)



- Create and implement media relations programs to raise awareness and generate interest in the District for stakeholders (GPH 1.2.1)
- Launch educational efforts focused on the value of the creative and cultural sectors in economic and community development (GPH 1.2.2)
- Facilitate consistent and high volume use of District logo and messaging by District and its partners (GPH 1.2.3)
- Develop local-market media campaigns in Brown, Morgan, Greene, Lawrence and Owen Counties (GPH 1.2.4)
- Develop a “Buy BEAD” program for District partners (GPH 1.4)
 - Identify best practices from other national “buy local art/district” and “buy downtown” initiatives (GPH 1.4.1)
 - Develop branding identity (GPH 1.4.2)
 - Implement brand recognition – work with District branding efforts to ensure inclusion of “Buy BEAD” (GPH 1.4.3)

Third Quarter 2008

Identify and support key place-making initiatives for the District (Keep Bloomington Bloomington 1.)

- Monitor current and planned public and private infrastructure projects in the District (KBB 1.1)
 - Ensure projects have a positive impact on District place-making (KBB 1.1.1)
 - Encourage the use of public art, artwork or other creative work of artists whenever feasible (KBB 1.1.2)
- Preserve current District infrastructure (KBB 1.2)
 - Maintain and monitor asset inventory (structures, sidewalks, physical accessibility, greenspace, public art, lighting) (KBB 1.2.1)
 - Recommend remediation for problem areas (KBB 1.2.2)
- Support making District easy, safe and attractive for stakeholders (KBB 1.3)
- Work to ensure District has appropriate vehicular traffic speeds, traffic light timing and other factors to support high volume of pedestrians and cyclists (KBB 1.3.1)
- Work to ensure District has appropriate amount of bike parking, lanes and other amenities for cyclists (KBB 1.3.2)
- Work to ensure parking policies, procedures and inventory to meet the needs of District partners, stakeholders and visitors (KBB 1.3.3)



- Work with Bloomington Transit and other transportation partners to ensure adequate transportation for the District's partners, stakeholders and visitors (KBB 1.3.4)
- Work to ensure District has appropriate amount of outdoor seating, public and private (KBB 1.3.5)
- Identify alleyways that could be reinvigorated as pedestrian throughways (KBB 1.3.6)
- Ensure stakeholders can access and navigate the district through clear and consistent signage, banners, brochures, and kiosks (KBB 1.3.7)
- Ensure stakeholders have a variety of physical and virtual locations to access information about the District (KBB 1.3.8)

Establish a statewide Cultural District program (Get People Here 9.)

- Provide input on inclusion guidelines and incentives for program with regulating body (GPH 9.2)
- Apply for inclusion in program when appropriate (GPH 9.3)

Fourth Quarter 2008

Facilitate opportunities for those in the creative sector to live in the District (Get People Here 8.)

- Work with developers to provide live/work space in new projects (GPH 8.1)
- Work with City agencies to provide better access to home buyer/rehab programs (GPH 8.3)
 - Effectively utilize existing home buying programs, services, grants and loans (GPH 8.3.1.)
 - Develop new opportunities geared to the creative sector (GPH 8.3.2)
 - Work with emerging City Housing Trust initiative to provide grants for first-time or low-income home buyers in the District (GPH 8.3.3)
 - Promote program offerings locally and regionally (GPH 8.3.4)



Facilitate development of key District structures and character areas (Keep Bloomington Bloomington 2.)

- Finalize character area names and descriptors (KBB 2.1)
- Inventory and target key structures and character areas for development (KBB 2.2)
 - Identify and develop specialized development tools and incentives as needed (KBB 2.2.1)
- Promote locally, regionally and nationally availability of all structures, character areas and other opportunities for development/redevelopment (KBB 2.3)

Encourage new District development projects (Get People Here 5.)

- Provide active mentoring of infrastructure projects with investors (GPH 5.1)
 - Provide one-stop, comprehensive information on process, economic incentives and policies (GPH 5.1.1)
 - Develop communication tools and messaging that encourage early contact with City Economic Development staff (GPH 5.1.2)
 - Serve as an advocate for projects as appropriate (GPH 5.1.3)
 - Work closely with community partners and City planning staff to learn about investments under consideration (GPH 5.1.4)
- Ensure access to existing economic incentives for District infrastructure investors (GPH 5.2)
- Communicate and market investment opportunities and incentives throughout the region (GPH 5.4)



First Quarter 2009

Strengthen capacity of the District's current small business and creative and cultural sectors (Keep Bloomington Bloomington 5.)

- Ensure a broad variety of education, information and tools for the small business sector (KBB 5.1)
 - Work with small business and small business capacity-building organizations (Chamber of Commerce, SBDC, SBA, SCORE) to assess need and develop needed capacity-building educational programs and tools as needed (KBB 5.1.1)
- Encourage partners to utilize capacity-building tools and organizations (Chamber of Commerce, SBDC, BAAC, bloomingtonarts.info, Sunrise Box Office) and suggest new ones (KBB 5.3)
 - Work with capacity-building organizations to ensure their offerings are promoted and marketed in the District and community (KBB 5.3.2)
- Identify sources of federal and state grant funding to utilize for capacity-building efforts (KBB 5.4)

Support audience development and accessibility initiatives (Get People Here 6.)

- Grow new audiences for the District (GPH 6.1)
 - Work with partners to identify audience development issues and opportunities (GPH 6.1.1)
 - Encourage creation of audience development strategies by partners (GPH 6.1.1.1)
 - Identify funding to support audience development initiatives (GPH 6.1.1.2)
- Ensure the District and its programming are accessible to the broadest audience possible (GPH 6.2)
 - Encourage the development of events and programming for underserved and multicultural audiences (GPH 6.2.1)
 - Encourage programming from emerging groups and new art forms (GPH 6.2.2)
 - Actively address cost barriers to the District (GPH 6.2.3)
 - Work with partners to offer free and low cost events (GPH 6.2.3.1)
 - Work with partners to offer ongoing free or low cost access to events (GPH 6.2.3.2)
 - Continue to offer free and low cost cultural programming through the City's Parks & Recreation Department (GPH 6.2.3.3)



- Provide ongoing guidance through City agencies and partners to address physical accessibility in the District (GPH 6.2.4)
- Provide funding to support accessible programming initiatives (GPH 6.2.6)
- Grow visitor sector of District audience (GPH 6.3)
 - Work with tourism sector to ensure District is part of ongoing local tourism strategy (GPH 6.3.1)
 - Assist tourism sector in strengthening partnerships, events and attractions in District to further tourism goals (GPH 6.3.2)

Second Quarter 2009

Ensure access to a variety of small business education, grant and loan programs for potential District partners (Get People Here 4.)

- Provide active mentoring to potential District partners on available education, grant and loan opportunities (GPH 4.1)
 - Provide one-stop, comprehensive information and develop communication tools and messaging that encourage contact with City Economic Development staff (GPH 4.1.1)
 - Serve as an advocate for partners in the grant and loan application as appropriate (GPH 4.1.2)
- Work with community partners to provide education programs to meet the ongoing needs of District small business partners (GPH 4.2)
 - Provide information and tools to address current and emerging local, regional and national challenges and trends (GPH 4.2.1)
 - Provide information and tools on specific downtown or arts/cultural district challenges and trends (GPH 4.2.2)
- Ensure a variety of small business grant and loan programs (GPH 4.3)
 - Effectively utilize existing traditional loan programs (GPH 4.3.1)
 - City facilitated: BUEA, BILF (GPH 4.3.1.1)
 - Community partner facilitated: SBDC, SEED Corp., SBA (GPH 4.3.1.2)
 - Develop a District-related small business grant and loan program (GPH 4.3.2)



- Meet with local lending institutions to seek advice on improving access to credit for small business (GPH 4.5)
- Communicate and market opportunities for potential District partners throughout the region (GPH 4.6)

Support efforts to build street energy through events, programming and place-making (Keep Bloomington Bloomington 7.)

- Facilitate development of the “Festival Streets” and identify other public or private areas that could be utilized for performances and special events (KBB 7.1)
 - Complete an inventory and needs assessment with those District Partners that currently produce outdoor events (KBB 7.1.1)
- Support opportunities for stakeholders and visitors to encounter artists working outdoors in the District (KBB 7.2)
 - Develop a City-permitted buskers program (KBB 7.2.1)
- Continue to streamline process for District partners staging outdoor events (KBB 7.3)
 - Provide active mentoring during event planning (KBB 7.3.1)
 - Provide one-stop, comprehensive interface for City Departments (KBB 7.3.2)
 - Serve as an advocate for events as appropriate (KBB 7.3.3)
 - Develop communication tools and messaging that encourage early contact with City Economic Development staff for potential outdoor event partners (KBB 7.3.4)
- Modify the existing Itinerant Merchant ordinance to standardize and encourage the sale of food, art or other merchandise in certain areas of the District (KBB 7.4)



“ Ten Years After ”

2018: BEAD

The final component of the BEAD strategic planning process was to identify how BEAD becomes part of a larger vision for continued growth of the creative and cultural community ten years after its implementation.

Strategic planning committee members envisioned downtown and the Bloomington creative and cultural community in 2018 after a decade of BEAD initiatives. It became clear during the brainstorming session that as the most far-reaching creative and cultural initiative in memory, BEAD will have a significant ripple effect beyond its geographic borders and its stated initiatives.

What follows is a vision of BEAD in the year 2018.

2018: Infrastructure

BEAD is part of a vibrant downtown with heavy pedestrian and bicycle use - including bicycle rickshaw shuttles providing tours of the District for visitors which start at the recently expanded Convention Center.

Downtown has expanded its borders – south to Hillside, north to 17th - the maximum speed limit from Hillside to 17th is now 25 mph. The southern corridor from Hillside to 1st is marked by a streetscape with a median and tree and flower plantings.

Bloomington Transit has completed transitioning its fleet to smaller buses that run exclusively on renewable fuel sources and runs consistently at 90% capacity. Outlying communities are now linked to Bloomington through an extensive transit program. Thursday and Fridays, all mass transit into and out of the District is free with a BEAD card (provided by District partners and funded by the state Cultural District initiative) and the Bloomington Transit main terminal features public art and other artist designed features. Current parking structures have turned into community canvases, featuring art inside and out. They remain well-utilized, and unused surface parking lots in the District have been reclaimed for green space and pocket parks which are managed by the City's Parks and Recreation Department.



The B-line trail is finished and linked to surrounding trails – residents commute to the District from outlying areas, and new shops along the trail serve commuters’ and visitors’ B-Line transportation needs.

The residential mix of the District has broadened, with affordable housing initiatives bringing in larger numbers of the creative and cultural sector and first-time homebuyers. Other housing developments in the District have resulted in significant growth in the numbers of families with young children and empty nesters.

Regular users and visitors negotiate the District easily using the brightly colored banner identifiers and signage and the expanded downtown visitor’s center hosts regular motorcoach tours and guided BEAD walking tours.

2018: Creative and Cultural Sector

The creative and cultural sector is thriving – more than 50 artists now have studio space in the District at the Fountain Square Artist Mall which includes three additional artist cooperatives, and the gallery count is now at 25. With so many galleries in operation, the GalleryWalk is now a monthly event highlighted by busker performances and impromptu street theatre. First Friday has evolved into Every Friday and features standing discounts at District partners and free concerts at Plaza One A on the B-Line Trail.

The Tibetan Mongolian Buddhist Cultural Center now produces an annual cultural festival in BEAD, drawing visitors from around the globe.

Funky parades have become a hallmark of the District including an artyfied Fourth of July parade courtesy of Lotus and the children’s bicycle parade along the B-Line Trail.

2018: Small Business Sector

Efforts to grow entrepreneurship in the District have been successful, with the addition of numerous locally owned retail and restaurants. The “Buy BEAD” initiative has grown to include marketing of Bloomington craft and food products at regional attractions, visitor centers and state park gift shops



throughout the state. A tasting room and wine boutique featuring local wineries in the District has proven to be very successful with the community and visitors alike – regularly scoring in the top five District attractions.

2018: Cultural Facilities

The Limestone Museum is a recent addition to Bloomington. Although located outside the District, the Museum offers round trip shuttle service from the Convention Center daily. Visitors can enjoy the museum's exhibits and attractions then return to the district for self-guided tours of the District's numerous limestone public art installations and architectural features.

Through the extraordinary generosity of an anonymous donor, two additional theatres (100 and 300 seats) have been added to the downtown venue inventory, and at the Buskirk-Chumley Theater the Downtown Visitor's Center has been expanded, as well as the lobby which now features a full-service restaurant and bar.

Through creative repurposing of existing space in the District, Bloomington's creative and cultural organizations now have a home downtown with office space for a dozen groups along with shared meeting, work and rehearsal space.

2018: Public Art

A renewed commitment to public art has paid off in the District which now boasts a sculpture walk, a musical sculpture garden, and a mural program encompassing everything from traffic boxes to manhole covers to public garages. Visitors can download maps of the District's public art from the City's web site or utilize the District's wireless infrastructure to have information on art or any District amenity transmitted directly to their handheld computer.

2018: Funding

The campaign to establish a field of interest fund for the arts at the Community Foundation has been successful resulting in an additional \$100,000



available for creative and cultural groups. A smaller fund to provide grants directly to artists has also been established. Strong advocacy by the Indiana Arts Commission has resulted in a doubling of funds available for its Regional Arts Partnership and Individual Artist Grant programs for the region.

Indiana's Cultural District program has provided funds for BEAD through its sales tax rebate program which the District has used to provide a variety of grant programs including startup assistance for small business and the creative and cultural sector and ongoing marketing initiatives. The sales tax free zone for District art purchases also provided for by the state cultural district program has meant significant sales of art helping to sustain the District's record number of galleries. The recently state-mandated increase in the innkeepers tax for properties located within cultural districts has provided additional funds for visitor-related services including marketing.

2018: Marketing and PR

BEAD has achieved an enviable level of visibility in its first decade - from a feature story in the *The New York Times* ("36 Hours in an Arts Utopia") to coverage in *Midwest Living*, *Art in America* and *AARP* as well as nearly every regional newspaper including the *Columbus Dispatch*, the *Cincinnati Inquirer* and the *Louisville Courier-Journal*. Several online print journals and blogs have also featured the District prominently. Information on the District is easily accessible in print version throughout the state at key attractions and tourism information centers and is consistent across the web through a much-imitated model system of information sharing among different community information web sites.

Fueled by growth in arts and cultural attractions, the small business sector and increased visitorship to Bloomington; *Bloom* magazine began publishing monthly five years ago. Its distribution has climbed to 10,000 magazines per month. It also publishes an annual buying guide for the "Buy BEAD" program which is inserted into *Midwest Living* and *Indianapolis Monthly* magazines.

The Monroe County Public Library's BEAD channel on CATS currently features a 12 hour per day schedule of performances, interviews, special programs, gallery and museum tours, and renovations to the main library have allowed several creative and cultural groups to make their home there. Comcast Cable rebroadcasts selected BEAD channel programming in other markets around the state.



The District enjoys strong brand recognition, and the public relations campaign launched early in BEAD's establishment to raise the visibility of local artists and creative and cultural organizations in the community was successful - most people can name notable artists living in the community.

In recognition of its innovative approach to economic development and the arts, BEAD has been recognized by the Indiana State Legislature and presented with a Governor's Arts Award.

2018: Higher Education

IU's decision to launch a downtown satellite location of the SoFA Gallery has had a significant impact on the District's gallery scene. Cutting edge work is now on exhibit downtown and with it, new interest and participation in the District by SoFA's students, faculty and patrons. Following the success of SoFA West came a retail lab store operated by IU's Apparel Merchandising and Interior Design Department.

Ivy Tech Art Department's partnership with the BAAC's Limestone Symposium has yielded the annual "Carve Out", where selected Symposium carvers work for a week outdoors in the District donating their finished pieces to an auction benefiting the Symposium.

Both IU and Ivy Tech's Continuing Studies programs and classroom facilities are in the District and both work closely with District partners in providing teaching and learning opportunities for the widest possible community.

IU's ArtsWeek has earned the nickname "the Winter Spoleto", growing into a major arts festival in length and prestige worthy of national media coverage. Its steering committee meets monthly throughout the year and provides a constant flow of information and collaborative opportunities between campus and community. Its national student audience development symposium and subsequent three-year initiative has resulted in substantial increases in student audiences for both campus and District events.

The IU Arts Administration program continues to expand and consistently ranks at the top of *US News and World Reports* ranking of top Arts Administration programs cited for its exemplary approach to giving students real world experience by partnering with community and campus creative and cultural groups.



2018: Arts Education

MCCSC students benefit from frequent field trips to main attractions in the District including WonderLab, the Waldron and the Buskirk-Chumley Theater where 4th graders learn about the history of the movie palace, see classic shorts/animation, and tour the theater's historical exhibit. Students also participate in an artist mentorship program with District artists, and artists regularly teach at the high school arts magnet school. In a unique partnership with arts and physical fitness instructors, elementary school students participate in dance instruction – with two schools offering advanced dance instruction in a pilot program in partnership with Windfall Dancers and IU's dance program.

The Community School for the Arts in the District offers after school, evening and weekend arts instruction by District artists for students of all ages. District artists also work closely with homeschool groups and private and independent schools providing outreach and serving as guest artists.

2018: Arts & Technology

The Arts and Technology committee of BEAD works actively to identify key opportunities for active engagement with technology to create and promote the arts. The City's Certified Tech Park now features several entrepreneurial businesses that combine arts and technology. District partners routinely offer podcasts of concerts; and the City's virtual tour of Bloomington's public art is a popular attraction on the City's web site. Bloomingtonarts.info's interactive features allow web visitors a mini-tour of District museums and cultural attractions and its virtual museum offers "tours" of local District artist studios and galleries and offers one-stop purchasing and shipping of District artwork, food and other "Buy BEAD" specialties. It also sends up-to-the-minute notification of upcoming performances, events, ticket specials directly to users' email or handheld computer.

2018: Audience Development

Audience development initiatives facilitated by the District in combination with IU's efforts on campus have led to larger and more diverse audiences at both campus and District events and attractions. Grant programs that have supported free performance nights, and other free event and ticket giveaways have broadened access for those with economic barriers; and efforts to encourage grassroots cultural efforts in underserved communities have



meant new audiences engaging in the District on their terms. An annual District art show and sale where all the work is modestly priced and first-time buyers receive a generous discount has grown into a favorite event.

2018: Organizations

These BEAD creative and cultural organizations have reached significant milestones in the decade since BEAD:

BAAC's budget has now reached the 10 million dollar mark, and its Limestone Symposium runs six weeks and attracts 60 artists from around the country.

Cardinal Stage is an Equity, year round theatre with a 400 seat space of its own.

Lotus has a world music academy and recruits more than 1,000 volunteers annually. Lotus Blossoms performances are streamed live to classrooms globally.

4th Street Festival of the Arts And Fine Crafts attracts 60,000 attendees annually from around the nation.

Voces Novae now has a paid staff, including a musical director.

Arts Fair on the Square is a nationally acclaimed art show.

Windfall Dance Company recently celebrated its 40th anniversary, and now pays four full-time staff and offers comfortable wages and health insurance.

WonderLab's annual development efforts now account for half of its revenues. It also offers comfortable wages and health insurance to its staff.

WFHB has developed and syndicated radio shows, selling material developed in Bloomington to other community or public stations across the country.

The **Sunrise Box Office** now offers tickets for all arts and cultural performances – including the Jacobs School of Music, the IU Auditorium and the Theatre and Drama Department.

Bloomington Playwrights Project enjoys an excellent regional reputation, drawing people to the community for cutting edge new work, and pays their actors and production staff.

The **Buskirk-Chumley Theater** hosts a syndicated live television show, ala Austin City Limits, in collaboration with WTIU, and the theater's Concert Series now offers twenty concerts of nationally-known artists annually.



BEAD Strategic Planning Committee Members

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Hampton Inn

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Indiana University Jacobs School of Music

Amy Brier
Indiana Limestone Sculpture Symposium

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Intern, Office of the Mayor



Glossary

BEAD Partner

Any entity, individual, organization, or business that is physically located in the District; conducts their business in the District (e.g., performers, artists) or serves the District (e.g., Bloomington and Monroe County Convention and Visitors Bureau.) Partners benefit from BEAD's efforts through increased capacity, visibility and economic activity.

BEAD Pioneer

Any entity, individual, organization, or business who has been physically located in the District for five or more years.

BEAD Stakeholder

A member of the greater Bloomington community who is not a BEAD Partner. Stakeholders benefit from BEAD's success through a more diverse, robust local economy.

BEAD Visitor

Tourists or any user from outside the greater Bloomington community.

Creative and Cultural Community/Sector

Any individual, organization or business that engages in work of an artistic, cultural, or creative nature.

Percentage for the Arts

The City of Bloomington ordinance that requires a percentage of the cost of eligible projects of the City of Bloomington be utilized for the commission or purchase of public art.

Public Art Programs

Public art programs referenced in the plan:

Public Art Mural Program

City-permitted program to encourage murals in the District (in development.)

Pocket Art

Small public art projects in BEAD. The first program, Stop and StART (painted traffic boxes) is being administered by the BAAC.

Neighborhood Art Programs

The City of Bloomington HAND Department's neighborhood public art grant program allows neighborhoods to commission or create public art for their common areas.

Bicycle Art

Proposed public art initiative utilizing bicycles.

Alley Artsapes

Reinvigorating District alleyways with art and architecture. First project, Oddfellows Alley (underway.)

Garage Art

Enlivening public garages with artistic elements (in development.)

Sculpture Projects

Proposed initiatives to cluster future sculpture projects to create a more dynamic visual presence and a new District destination:

Sculpture Walk: Create a series of pieces that are interrelated and scattered throughout the District.

Sculpture Street: Designate a street for a series of work that can be easily viewed in relationship with one another.

Musical Sculpture Garden: Create an interactive musical sculpture experience- preferably adjacent to WonderLab and the B-Line Trail.



“ Each character area has a unique personality. ”

BEAD Character Areas: Definition and Descriptions

The Bloomington Entertainment and Arts District is one district comprised of several distinct character areas. Character Areas are areas of BEAD that have achieved a unique, recognizable, character that is different from neighboring areas. These differences may be the result of topography, age and style of housing or architecture, built environment, land use patterns, landscaping, street patterns, open space, or streetscapes.

Each character area has a unique personality, separate from the others. As the District further develops, additional character areas will emerge and become recognized and appreciated for their own identities. The City of Bloomington intends to develop unique signage or other signifiers for each BEAD character area to further distinguish its unique characteristics.

City Commons

The City Commons area of BEAD features vibrant common space anchored by City Hall in the historic building of the former Showers Brothers Furniture Factory. The City Hall Atrium Art Gallery showcases rotating selections of works from local artists. In the summertime, the parking area becomes the place to where residents and visitors start their morning by purchasing local produce, arts and crafts, and enjoying local performers at the Farmers' Market. When the B-Line Trail is complete, **Plaza OneA** will be an open space on the Trail adjacent to the Farmers' Market lot, where an impromptu soap-box speech or a one-man play promoted by a local arts organization may be the typical occurrences. On the Morton Street side of the City Commons area one might witness the beauty of the City Clerk officiating a wedding ceremony in front of City Hall's plaza steps. BEAD's City Commons area, inspired by the notion that public space should be the center of community activity, will showcase a progressive Bloomington that is supported by a vibrant arts culture.

Festival Streets

Festival streets utilize traffic calming and unique streetscape features to create a street that can easily be converted to public use on weekends or for special events. The City of Bloomington has identified four Festival Streets upon which to focus the first Festival Street infrastructure improvements in the city:

- 1) East Kirkwood Avenue (leads from the Show District through the Kirkwood Avenue character area to the Sample Gates of Indiana University)
- 2) 4th Street from just west of Rogers Street to Indiana Avenue (travels through South Rogers Street business district, intersects the B-Line Trail Youth Area, marches past the Show District and through the Restaurant Row character area, ending up at Indiana University campus on Indiana Avenue)

- 3) Morton Street from 9th Street to the B-Line Trail (starts at the City Commons and runs through an area ripe for opportunity, and then along the Show District until meeting the Trail)
- 4) Madison Street from the B-Line Trail to 3rd Street (begins at the Trail just south of the City Commons, passes through an area ripe for opportunity, stops by Arts Row and the 4th Street Festival Street until meeting the Convention Center parking lot at West 3rd Street)

Show District

Anchored by the Buskirk-Chumley Theater, the Waldron Arts Center, the Bloomington Playwrights Project and infused with many other local entertainment venues, it's easy to find a live performance in the Show District. It might be a Lunch with the Arts series with live music on the Courthouse Square, or a dramatic production by Cardinal Stage, or it might be a favorite local bluegrass trio performing at Max's Pizza. Whatever the performance, it's live and it's here in BEAD's Show District.

Boutique District

This is a shopping district Bloomington-style! Pedestrian-friendly and peppered with plenty of fine dining or café-style eateries to duck into for more fuel, the Boutique District features everything from art galleries to tattoo parlors, bookstores to toy stores, clothiers to piano sellers, and yoga studios to barber shops. In BEAD's Boutique District, visitors and residents find the latest trends and other odds and ends nestled in the historic framework of the downtown square.

Kirkwood Ave

Kirkwood Avenue is where town meets gown. Going east from the downtown square it leads to the Sample Gates, the striking entrance into the beautiful Indiana University campus. The character of Kirkwood though extends beyond the street itself and includes many local spots on Sixth Street just north of Kirkwood. Kirkwood's character is eclectic, colorful, and energetic. With long-time collegiate hangouts like Nick's English Hut and the Runcible Spoon Café interspersed with local and regional magnets like the Monroe County Public Library, the Monroe History Center and People's Park, the Kirkwood character area holds plenty of hotspots for the exchange of ideas and cultures. Too heady? An evening stroll, shopping for gifts and clothes, stopping for a bite to eat and some people-watching - these are all ready-made Kirkwood Ave adventures, too!

Restaurant Row

Restaurant Row is a section of East 4th Street identified by the diverse and delicious fare of several ethnic restaurants that have taken up shop in bungalow-style, former homes. Tibet, India, Thailand, France, Italy, Greece – these are just a few of the world cuisines that can be sampled in BEAD's Restaurant Row. Each Labor Day weekend, the street is transformed as part of the 4th Street Festival of the Arts & Fine Crafts. Restaurateurs of the Row bring their most popular dishes to the sidewalk as artists from all over the country sell fine hand-crafted works of art from booths along the street.

Arts Row

This area along W. Kirkwood Ave (from Madison Street west to Maple St.) is an area of opportunity for BEAD. Through focus groups and conversations with stakeholders, the City sees a great deal of interest throughout the community in making this an affordable area for working artists. Working with property owners and within historic district guidelines, the City hopes to encourage private investment to develop this area into a thriving, vibrant arts destination where visitors can watch artists at work and can purchase the results of their craft. Arts Row, like the antique shops and unique stops that already anchor the area, will be “a real find” – an unexpected and uniquely memorable experience – within BEAD.

Community Venue District

Clearly “Community Venue District” is a placeholder name for this character area and a moniker more appropriate is bound to emerge. Although the name hasn’t been identified, the personalities within the area are easy to spot. The area is characterized by an omnipresent independent, entrepreneurial spirit, but it’s not a lone spirit – it’s one that is backed by the support of the surrounding community. Place names like Rhino’s Youth Media Center and All Ages Club, the Boys and Girls Club, Boxcar Books, the Player’s Pub, the Caldwell Center for Culture and Ecology - each denote a location where homegrown talent is harnessed and cultivated and showcased, albeit in sometimes wildly different ways. Want to find the local “scene?” The purveyors and merchants in this character area can likely put you in the know!

B-Line Trail

In 2004, the City of Bloomington purchased 3.1 miles of abandoned CSX rail corridor with the intention of constructing a linear park and trail through the heart of downtown and connecting to other trail systems. Visitors and citizens will be able to walk, stroll, run and ride through historic downtown Bloomington via the trail. The first design and construction phase includes a 0.6 mile section from Rogers Street to Second Street. For BEAD, it is literally the *ARTery*, as public art will be developed all along this portion of the trail, pumping artistic and creative inspiration throughout the rest of BEAD.

Youth Area of B-Line Trail

Along the section of the B-Line Trail between W. Kirkwood Avenue and W. Fourth Street sits an area primed to be utilized by the community’s youth. Next to the WonderLab Museum of Science, Health & Technology, a natural synergy is begging to emerge between the Trail and the younger generation. Public art in the space will be influenced by children, perhaps created by children and without a doubt will be meant for the enjoyment of children. The B-Line Trail design depicts a plaza treatment here, which gives BEAD an open canvas for this character area, ready and waiting for the youthful vision of the community.



BEAD Partner Organizations

Bloomington and Monroe County Convention and Visitors Bureau (CVB)
Bloomington Area Arts Council (BAAC)
Bloomingtononline.net
Bloomington Economic Development Corporation (BEDC)
Bloomington Originals
Bloomington Restorations Inc.
Bloomington Transit
Bloomington Transportation Options for People (BTOP)
Bloomington Urban Enterprise Association (BUEA)
City of Bloomington Commissions

- Bicycle and Pedestrian Safety Commission
- Community Arts Commission (BCAC)
- Council for Community Assessability
- Historic Preservation Commission
- Sidewalk Committee
- Traffic Commission

City of Bloomington Departments

- Engineering
- Fire (BFD)
- Housing and Neighborhood Development (HAND)
- Information and Technology Services
- Legal
- Office of the Mayor
- Parks and Recreation
- Planning
- Police (BPD)
- Public Works

Community Foundation of Bloomington and Monroe County
Downtown Bloomington Inc. (DBI)
4th Street Festival of the Arts and Fine Crafts

GalleryWalk
Greater Bloomington Chamber of Commerce

- Chamber Parking Study Committee

Herald-Times Online.com
Indiana Arts Commission (IAC)
Indiana Coalition for the Arts (INCA)
Indiana Foodways Alliance
Indiana Humanities Council
Indiana University (IU)

- IU Bus Service
- IU Department of Telecommunications - Game Design
- IU Jacobs School of Music
- IU Kelley School of Business
- IU School of Fine Arts

Ivy Tech
Monroe County Board of Realtors
Monroe County Community School Corporation (MCCSC)
Monroe County History Center
National Endowment for the Arts (NEA)
Non-Profit Alliance (NPA)
Rhinos Youth Media Center & All Ages Club
Rural Transit
SCORE
SEED Corp.
Small Business Association (SBA)
Small Business Development Center (SBDC)
Sunrise Box Office/Downtown Visitors Center
United Way
Your Art Here (YAH)
WFIU Public Radio

